

**CLAIMS**

**What is claimed is:**

1. An interactive television/broadcast system comprising:
    - a display screen;
    - an electronic program guide (EPG) having at least one display window and a grid guide, the grid guide including a plurality of program titled cells displayed on the display screen, wherein the EPG displays a video-clip preview in the at least one display window on demand by automatically launching the video clip preview, after browsing and navigating through the grid guide to highlight a program titled cell, and remaining at the highlighted program titled cell for a predetermined delay.
  2. The system according to Claim 1, wherein the at least one display window includes a first display window for displaying a currently tuned program and a second display window for displaying the video clip preview wherein an audio track of the video clip preview is heard.
  3. The system according to Claim 2, wherein the second display window immediately displays a still image of the video clip preview if the video clip preview is available for the highlighted program titled cell prior to the display of the video clip preview.
  4. The system according to Claim 2, wherein the at least one display window displays a loading message or icon representative of an imminent video clip preview.
  5. The system according to Claim 2, further comprising a remote control device, the remote control device having means for navigating to the at least one display window and selecting the at least one display window to display the video clip preview on the display screen.
  6. The system according to Claim 1, further comprising a remote control device, the remote control device including:
    - navigation buttons for navigating and browsing through the grid guide; and,

a preview button for selecting to display the video clip preview on the display screen.

7. The system according to Claim 6, wherein the remote control device  
5 further includes a record button for recording a program, the program having associated therewith a video clip preview adapted to be displayed on the at least one display window.

8. The system according to Claim 1, wherein the EPG includes at least one  
10 user profile for excluding at least one content-rated program and associated video clip preview.

15 A  
15 9. The system according to Claim 1, wherein those program titled cells of the plurality of program titled cells having associated therewith a video clip preview are distinguished in appearance from other program titled cells not having an associated video clip preview to indicate the availability of the video clip preview.

20 10. A method of displaying video-clip previews on demand comprising the steps of:

displaying, on a display screen, an electronic program guide (EPG) having at least one display window and a grid guide, the grid guide including a plurality of program titled cells;

browsing through the grid guide;

25 during the browsing step, highlighting a program titled cell; and,

during the highlighting step, automatically displaying a video clip preview in the at least one display window when the highlighted programmed titled cell remains highlighted for a predetermined delay.

30 11. The method according to Claim 10, wherein the at least one display window includes a first display window and a second display window; and further comprising the steps of:

displaying in the first display window a currently tuned program; and

1000933312 - 122300  
A  
content

displaying in the second display window the video clip preview;  
playing an audio track of the video clip preview simultaneously with the  
displaying step of the video clip preview.

5        12. The method according to Claim 11, further comprising the step of prior to  
the step of displaying the video clip preview, displaying in the second display window a  
still image of the video clip preview if the video clip preview is available for the  
highlighted program titled cell.

10 13. The method according to Claim 11, further comprising the step of  
displaying in the at least one display window a loading message or icon representative  
of an imminent video clip preview.

14. The method according to Claim 11, further comprising the step of navigating to the at least one display window and selecting the at least one display window to display the video clip preview on the display screen.

15. The method according to Claim 10, further comprising the step of selecting a preview button and displaying the video clip preview on the display screen.

20           16. The method according to Claim 10, further comprising the step of  
selecting a record option for recording a program, wherein the program has associated  
therewith a video clip preview adapted to be displayed on the at least one display  
window and wherein the selecting may be performed during or after playing of the video  
clip preview.  
25

17. The method according to Claim 16, wherein the recording option may record the program associated with the video clip preview scheduled to be broadcast in the future or at a present time.

30           18. The method according to Claim 10, further comprising the steps of:  
determining a user profile for controlled scheduled programming of the EPG;  
and.

restricting the content rating of the controlled scheduled programming to exclude at least one content-rated type of programming and video clip previews associated with the at least one type of content-rated programming.

- 5        19. An interactive television/broadcast system comprising:  
          a display screen device having a display screen;  
          an electronic program guide (EPG) having at least one display window and a  
grid guide, the grid guide includes a plurality of program titled cells, displayed on the  
display screen, wherein the EPG displays a full-screen video clip preview on demand  
10      when selecting a preview option.

20. The system according to Claim 19, further comprising a remote control  
device for controlling the display screen device and selecting the preview option.

A' council

第 10 章 33 33 33